

Christo Claassens User Experience Professional

My user experience and design (UX&D) approach empower teams to follow an inclusive design process for their online solutions. Understanding user's needs are the driver for all successful solutions.

I believe a well-defined strategy seed all solutions. My experience in interaction design, information architecture and client-side web technology put me in a position to drive innovative user experiences.

I am a self-described usability nerd, who revels in championing user needs, can't get enough of usability testing, and have a healthy respect for web standards and accessibility requirements. My understanding of server side technologies puts me in an ideal position to bring the worlds of the designer and the developer together in a solution that will meet all your users' needs.

BlackRock Princeton, NJ 2007 – Present

Global UX and Interaction Design Strategy 2011 – Present

- Coordinate UX&D strategic direction working with design teams in geographically-dispersed offices.
- Mentor designers and provide guidance on design work.
- Lead high profile projects to overhaul BlackRock Institutional Client's online offering and Retail product profiles.

Web Strategy and Presentation Layer Management 2010 – 2011

- Set front-end development strategy for online platforms.
- Managed presentation layer coding process.

User Experience & Design Manager 2007 – 2010

- Manage the UX&D team that designed and iterate BlackRock's award winning Financial Professionals' website (ranked #1 by kasina in 2009, 2010, 2011).
- Direct design for all BlackRock's interactive online applications.
- Created and oversee an in-house usability lab.

Key Responsibilities

- Participate in the product definition and strategy process.
- Lead the interaction design, IA and information design process.
- Oversee creation of visual design comps and functional prototypes.
- Execute the BlackRock brand within the style guidelines on all online venues.
- Pitch concepts and present design solutions.
- Manage design team career paths through mentoring and facilitating learning opportunities.

Merrill Lynch Investment Managers Princeton, NJ 2000 – 2007

Web Designer 2000 - 2007

- Designed an in-house content management system, which included several functions to improve repetitive task efficiencies.
- For more on this role please review my LinkedIn Profile <http://www.linkedin.com/in/brolloks>

Design Summary

Interaction Design – experience flow diagrams, wireframes prototypes, design personas

Information Architecture – schemas, wireframes layouts

Usability – test scripting, test moderating

Software

Axure, Visio, Photoshop, InDesign, Illustrator, Dreamweaver, Flash

Education

BA (Hons), M Div, MA
University of Stellenbosch
1991 - 1998

Programming

(Expert) HTML, CSS, (Intermediate) JavaScript, DOM, Actionscript, AJAX, PHP, XML, XSL, RSS

Sample Sites

<http://www.blackrock.com>

<http://www.blackrock.com/fp>

<http://www.blackrock.com/us>

<http://thecambridgeschool.org/>

Contact Me

brolloks@brolloks.com

24 Witherspoon Ln
Princeton, NJ 08542
609.791.9691